



## 1 Define Goals

Without goals, you won't know whether or not your presentation is a success. ¶ Understand why you're presenting by setting SMART Goals. ¶ SMART Goals are Specific, Measurable, Achievable, Relevant, and Time Sensitive

## 2 Know Your Audience

Tailor your presentations for each audience, since a one-size-fits-all approach doesn't work ¶ Learn as much about your audience as possible: what they want, what problems you can solve for them, what their expertise level is, etc. ¶ Keep the focus more on your audience, less on yourself and your organization.

## 3 Write Your Outline

Outlines help you organize your presentations. ¶ Don't create your outline in PowerPoint, because you may be tempted to start designing slides, which is the last step of the process. ¶ Follow the Introduction/BLUF Statement, Body, Conclusion/Call to Action structure. ¶ BLUF (Bottom Line Up Front) Statement is part of your introduction. This is where you summarize the main point of your presentation and let people know how what you're about to say will benefit them. ¶ Remember the "Where we are/where we could be" format of presenting, where you switch between speaking about the present and the Ideal Future. ¶ Include placeholders for stories and live demonstrations, where possible.

## 4 Write a Script

Scripts help you to flesh out your presentation ideas. ¶ Scripts put into the Speaker Notes allow you to create relevant handouts. ¶ Scripts help you to practice your presentation in the Presenter View. ¶ Scripts enable other people to give the same presentation as the author.

## 6 Create a Presentation Map

Presentation Maps allow you to cut your script or outline up into separate slides. ¶ They enable you to try different slide design ideas before committing to them. ¶ Presentation Maps are meant to be guides and can be deviated from somewhat when it's time for slide design. ¶ Presentation Maps contain everything a presentation designer needs to design slides.

## 6 Design Slides

Show only one idea per slide. ¶ Don't overload your slides with too much text and information. ¶ Don't make your audience work hard to understand the point of the slide. ¶ Use pictures to quickly get your point across. ¶ Use the Analyze and Synthesize method to redesign slides. Determine the main messages, then combine edited content with visuals.



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(978) 820-0046

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